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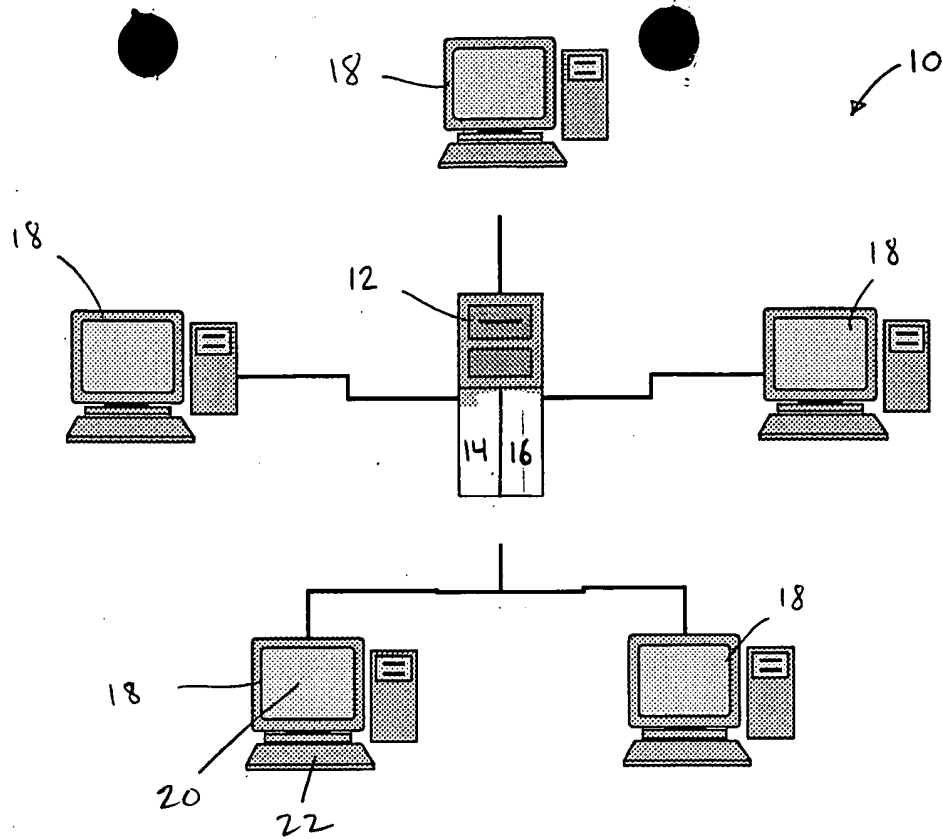


FIG. 1

0957020-040304

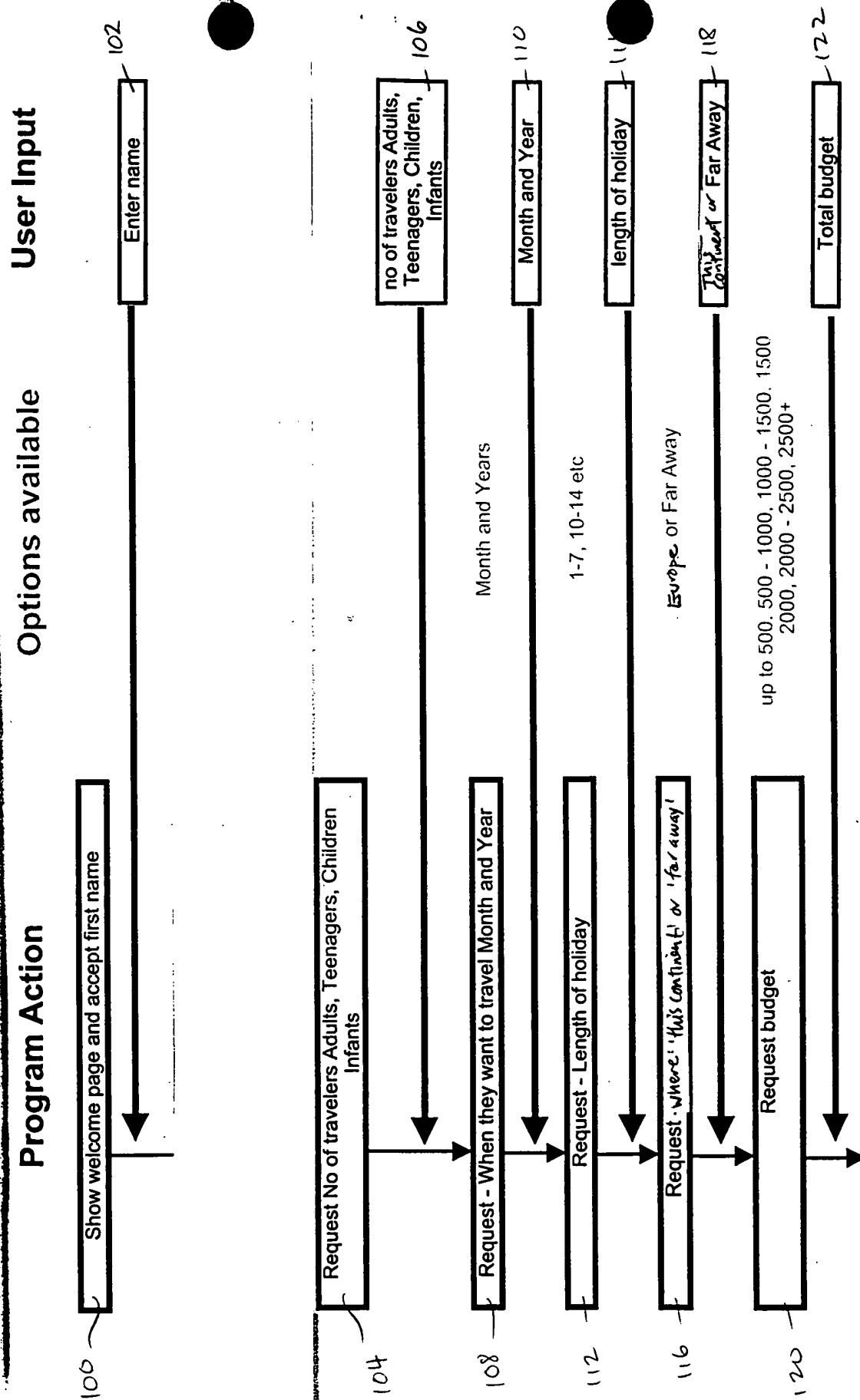


FIG. 2A

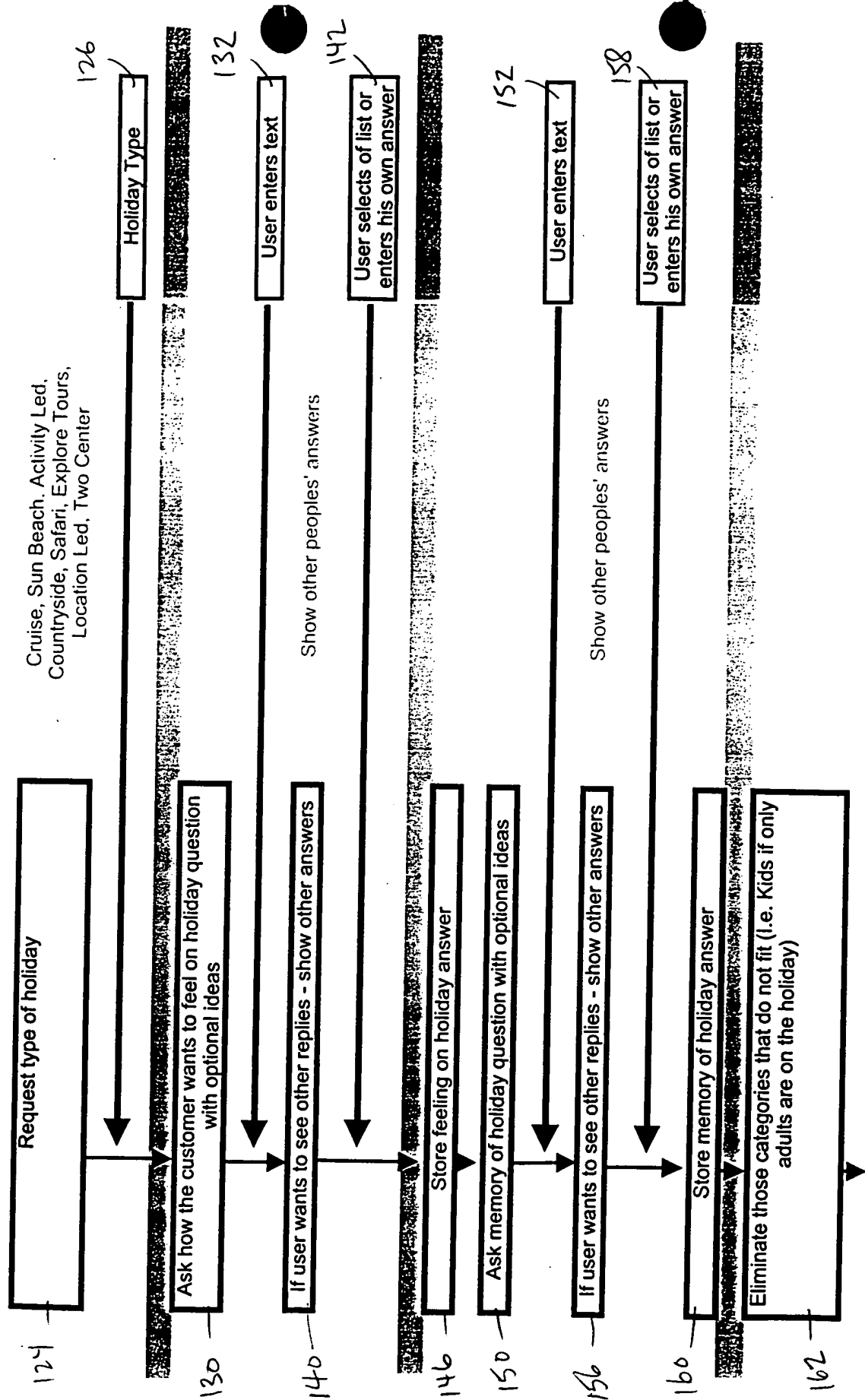


FIG. 2B

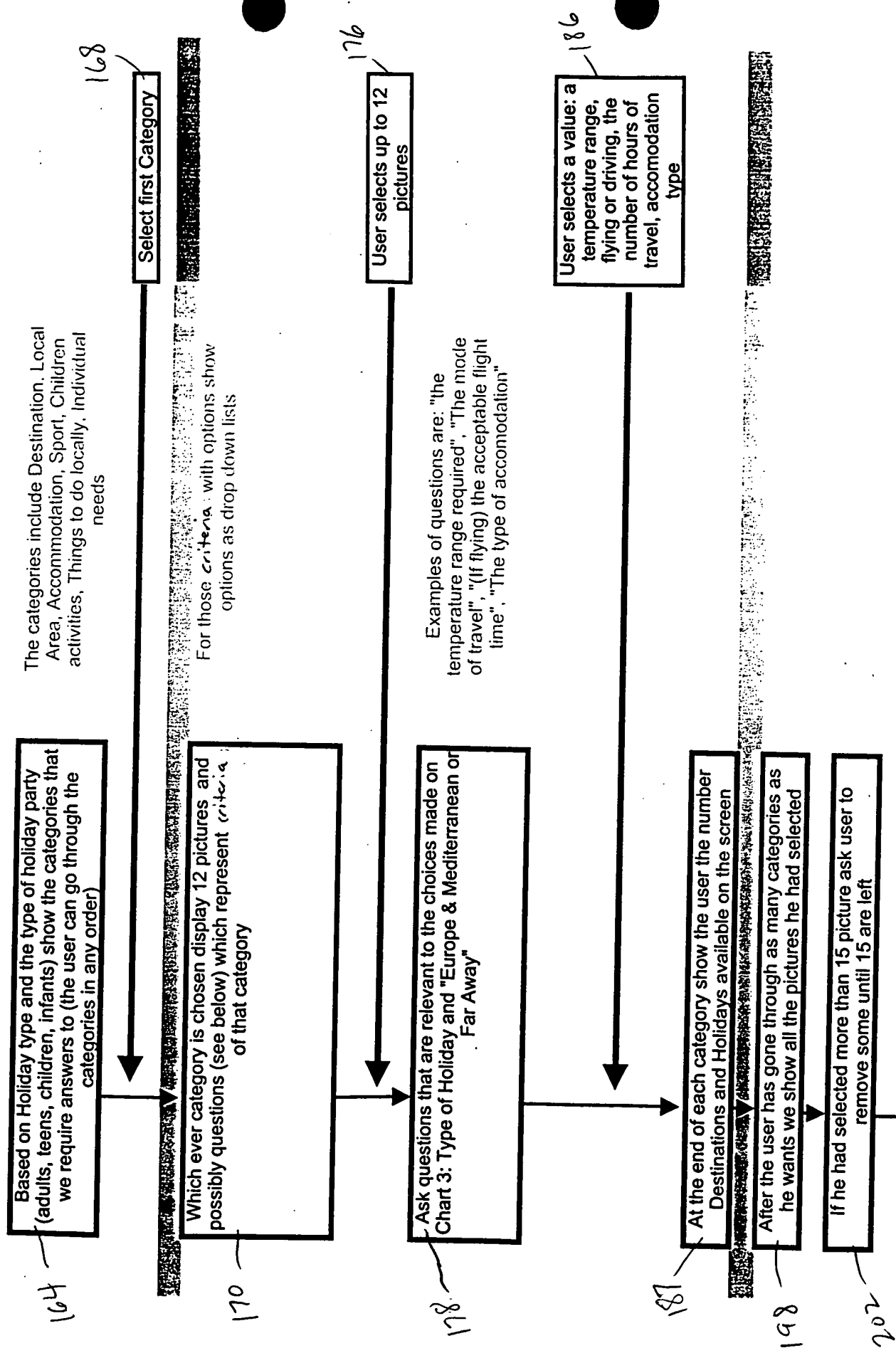


FIG. 2C

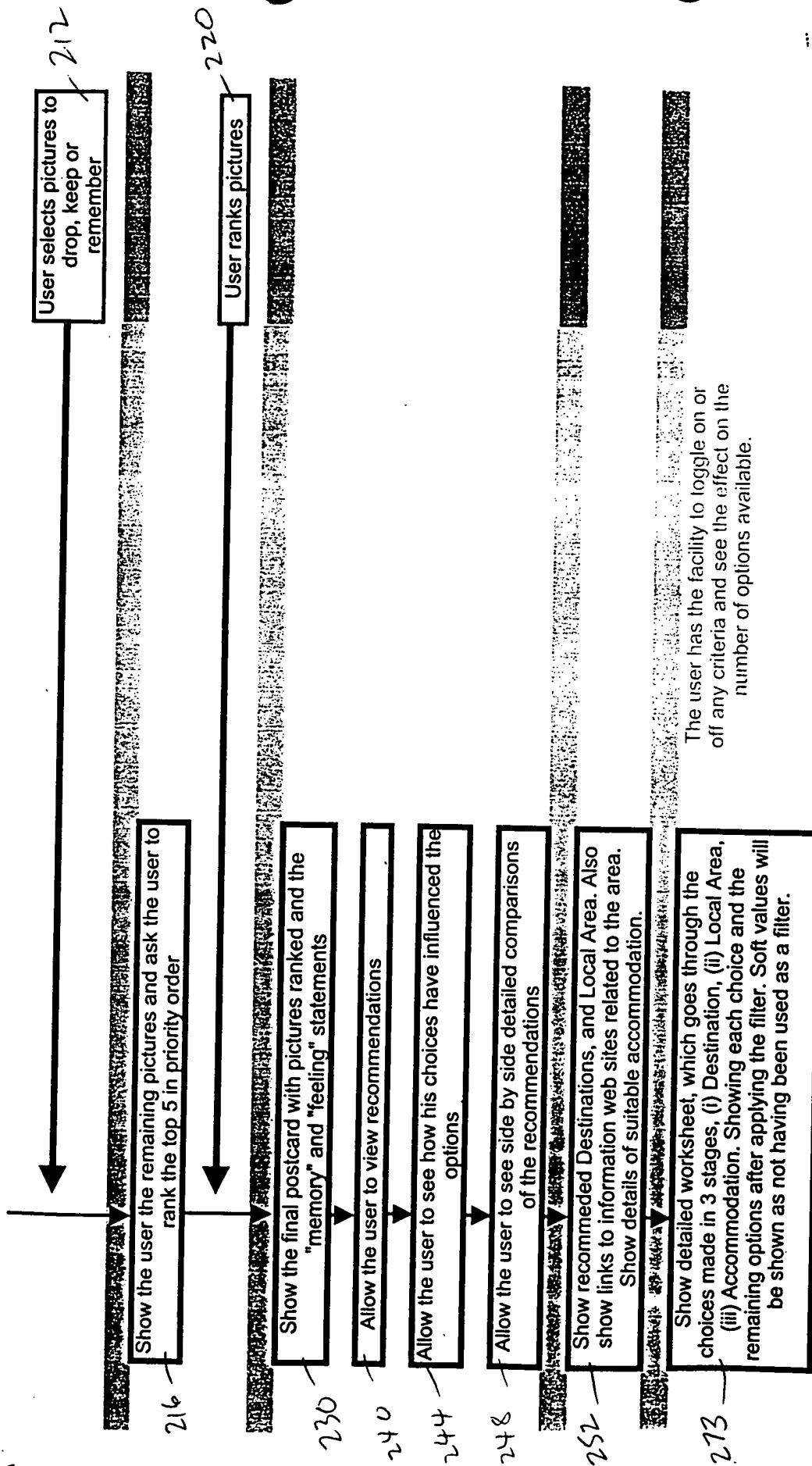


FIG. 20

FIG. 3

Airtours
The Holiday Makers

Let's establish the two most important aspects of any holiday?

Firstly,

How do you want to feel on this holiday?

Done!

Ideas

Feel free to have a look at what other people have said

Stop & Save

How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

Rob's Postcard



FIG. 3

103070 0207560

Airtours
The Holiday Makers

Let's establish the two most important aspects of any holiday?

Firstly,

128

How do you want to feel on this holiday?

134

136

Ideas

Feel free to have a look at what other people have said

Edit

Stop & Save

How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

148

What do you want your overwhelming memory to be?

154

Ideas

Feel free to have a look at what other people have said

Done

Rob's Postcard



FIG. 4

00757020 04004

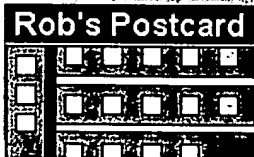
Airtours

The Holiday Makers

- Get Clear Menu
- Location
- Where to stay
- What to do
- Key for children
- Treats for others
- Local Area

Stop & Save

- How can we help?
- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations



You can do as many or as few of these getting clear sections as you want, and in any order. Remember your finished card is limited to fifteen images, but if you do choose too many from these sections you can always drop some to make your final list

166a



Destination

Click on an image to start

166b



Local Area

166c



Accommodation



Important for Kids

166d



Thing to do

166e



Individual Needs

166f

FIG. 5

00757090-01001

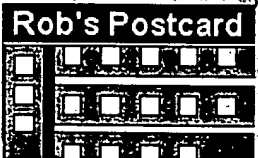
Airtours
The Holiday Makers

Get Clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

170

Stop & Save

How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations



172 What sort of European/Mediterranean Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!



Sun, Sea & Sand



Peace & Quiet



Active



Places to explore



Dramatic Scenery



Away from it all



Romantic



Lively



Old World



New World



Holiday Location



Cultural Location

What temperature suits? 80 > 90 ☐

How will you travel?

What about flight times? 8-12 hrs ☐

Air ☐

Go

184

180

182

FIG. 6

00757000-01001

172b

Airtours
The Holiday Makers

Get Clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

Stop & Save

How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

Rob's Postcard



What sort of far away Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!



Sun, Sea & Sand



Peace & Quiet



Active



Adventurous



Dramatic Scenery



Island



Romantic



Lively



Old World



New World



Holiday Location



Cultural Location

What temperature suits? 80 > 90 ☐ What about flight times? 8-12 hrs ☐

How much rain is OK? under 3" ☐ Do you mind getting? Jabs No Visa No



FIG. 7

Airtours
The Holiday Makers

Get Clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

188

Stop & Save

How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

Rob's Postcard

What are you looking for in the local area where you'll stay?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.



On the Strip



Out of Town



Scenic Views



Seclusion



Modern



Heritage



Passion for food



Glamorous



Night-Life



Restaurants



Street cafes



Local Markets

Go

FIG. 8

097570201007

Airtours
The Holiday Makers

Get Clear Menu

Location

Where to stay

What to do

Key for children

Treats for others

Local Area

190

Stop & Save

How can we help?

Type of Holiday

Getting clear

Your Postcard

Recommendations

Rob's Postcard



What kind of accommodation do you want?

Where would you like to stay?

Hotel

Resort

Appartment

Villa



Luxury



Standard



Basic



Food Options



Modern



Traditional



Classic Property



Number of Rooms



Distance to Beach



Onsite Entertainment



Gym



Swimming Pool

Go

FIG. 9

09750870403

Airtours
The Holiday Makers

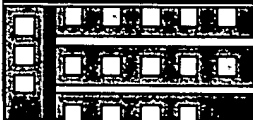
Get Clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

192

Stop & Save

How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

Rob's Postcard



What is going to be important for your kids?



Playmates



Games



Kids Club



Children's Pool



Baby Sitting



High Chairs/Cots



Children's Menus



Safe Disco



Safe Beach



Play Area



4-5 Bed Rooms



Joining Rooms

Go

FIG. 10

00757020 040801

Airtours

The Holiday Makers

Get Clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

194

Stop & Save

How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations



What do you want to do on holiday?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.



Restaurants



Family eating out



Shopping



Shopping



Street Cafes



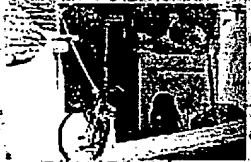
Be Pampered



Romantic Evenings



Clubbing



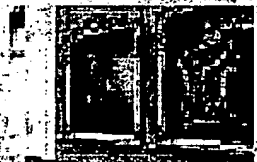
Bike/Car Hire



Beauty Spots



Historic Places



Museums

FIG. 11

~~Individual Needs~~

Write your own

FIG. 12

204

You have selected 23 images, which now need to be reduced to 15.
Please drop 7 by clicking on the tabs to indicate which to keep or drop.
 We will take account of any you drop in evaluating recommendations.

Airtours
 The Holiday Makers

Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems Keep <input checked="" type="checkbox"/> 206 - 210	Resort Drop <input type="checkbox"/> 208	Landmark Cities Keep <input checked="" type="checkbox"/> 206 - 210	Romantic Keep <input checked="" type="checkbox"/>	Hilltop Retreat Keep <input checked="" type="checkbox"/>
Sun- Beach					
10-14 days	Dramatic Drop <input type="checkbox"/>	Desert Island Drop <input type="checkbox"/>	Resort Keep <input checked="" type="checkbox"/>	Inspirational Keep <input checked="" type="checkbox"/>	Dramatic Keep <input checked="" type="checkbox"/>
Budget: £2000- 2500					
Shop & Save	Romantic Drop <input type="checkbox"/>	Lively Keep <input checked="" type="checkbox"/>	Harbour Views Keep <input checked="" type="checkbox"/>	Scenic Coast Drop <input type="checkbox"/>	Desert Island Keep <input checked="" type="checkbox"/>
	Romantic Drop <input type="checkbox"/>	Lively Keep <input checked="" type="checkbox"/>	Harbour Views Keep <input checked="" type="checkbox"/>	Scenic Coast Drop <input type="checkbox"/>	Desert Island Keep <input checked="" type="checkbox"/>

FIG. 13
















200

218

Prioritise your top five, which will then appear on the top row of you postcard.
The remainder of your preferences will appear below and will still the used in our recommendations.

Airtours
The Holiday Experts

Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems Put in my top five 4	Resort Put in my top five <input checked="" type="checkbox"/>	Landmark Cities Put in my top five <input checked="" type="checkbox"/>	Romantic Put in my top five <input checked="" type="checkbox"/>	Hilltop Retreat Put in my top five <input checked="" type="checkbox"/>
Sun- Beach					
10-14 days	Dramatic Put in my top five 3	Desert Island Put in my top five <input checked="" type="checkbox"/>	Resort Put in my top five <input checked="" type="checkbox"/>	Inspirational Put in my top five 5	Dramatic Put in my top five 2
Budget: £2000- 2500					
Find a Save	Romantic Put in my top five <input checked="" type="checkbox"/>	Lively Put in my top five <input checked="" type="checkbox"/>	Harbour Views Put in my top five <input checked="" type="checkbox"/>	Scenic Coast Put in my top five <input checked="" type="checkbox"/>	Desert Island Put in my top five 1

214

FIG. 14

254

253a

258

256

260

262

264

250


266

268

270

253b

Barbados



Barbados is a small island in the Caribbean Sea. It is known for its beautiful beaches, historic sites, and vibrant culture. The island is a popular destination for tourists from around the world.

St. James Beach is a beautiful beach located in St. James. It is known for its golden sand and clear blue water. The beach is a popular spot for sunbathing and swimming.

May is a great time to visit Barbados. The weather is perfect, and there are many festivals and events taking place.

What to see and do in Barbados includes visiting the historic sites, enjoying the beaches, and trying the local cuisine.

RECOMMENDATIONS

ALMOND BEACH CLUB
Holetown St James

161 rooms, in beautiful 32 acre gardens, all with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.

CORAL REEF CLUB
Holetown St James

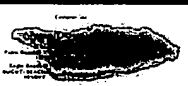
85 rooms, in beautiful gardens, all spacious with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.

PRICE:
2 Adults x 14 nights @ circa E4125
7 Nights 1229 extra nights 119
Full board; local drinks; and sports

FLIGHTS:
Heathrow: Mon/Thurs/Sun
Gatwick: Daily

AVAILABILITY:
May usually shows some spare capacity.

Aruba



Aruba is a small island in the Caribbean Sea. It is known for its beautiful beaches, historic sites, and vibrant culture. The island is a popular destination for tourists from around the world.

Palm Beach is a beautiful beach located in Palm Beach. It is known for its golden sand and clear blue water. The beach is a popular spot for sunbathing and swimming.

May is a great time to visit Aruba. The weather is perfect, and there are many festivals and events taking place.

What to see and do in Aruba includes visiting the historic sites, enjoying the beaches, and trying the local cuisine.

RECOMMENDATIONS

ARUBA MARRIOTT RESORT
Palm Beach

411 rooms, in 10 acres tropical gardens, all with air conditioning. Choice of restaurants and bars. Beach front with Pool; swim up bar; Tennis Courts; Watersports; Spa; Sauna; Shops and Casino.

PRICE:
2 Adults x 14 nights @ circa E3098
Room Only
7 Nights from 1069 extra nights 68

FLIGHTS:
Daily via Amsterdam

AVAILABILITY:
May usually shows some spare capacity.

Rob's Postcard

FIG. 16



This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
HOW FAR ?	Far Away	<input checked="" type="checkbox"/> On/Off	92 destinations
BUDGET	2500-3000	<input checked="" type="checkbox"/> On/Off	92 destinations
FLIGHT TIME	8-12 hrs	<input checked="" type="checkbox"/> On/Off	36 Destinations
DATE	May	<input checked="" type="checkbox"/> On/Off	36 Destinations
TEMPERATURE	80-90	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua, Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	<input checked="" type="checkbox"/> On/Off	Aruba, Barbados, China (Peking)
LOCAL AREA	Resort	<input checked="" type="checkbox"/> On/Off	Aruba, Barbados
	Romantic	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Inspirational	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Glamorous	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach, Auba, Palm Beach
ACCOMODATION	Luxury	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1
	Full Board	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1
	Pool	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Auba, Palm Beach x 1
	Beachfront	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Auba, Palm Beach x 1
SPORTS	Suba Diving	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Auba, Palm Beach x 1
THINGS TO DO	Restaurants	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort

Stop & Save

- ✓ How can we help?
- ✓ Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

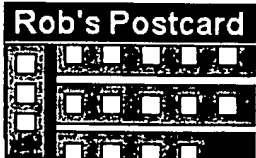


FIG. 17

This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
HOW FAR ?	Far Away	<input checked="" type="checkbox"/> On/Off	92 destinations
BUDGET	2500-3000	<input checked="" type="checkbox"/> On/Off	92 destinations
FLIGHT TIME	8-12 hrs	<input checked="" type="checkbox"/> On/Off	36 Destinations
DATE	May	<input checked="" type="checkbox"/> On/Off	36 Destinations
TEMPERATURE	80-90	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
LOCAL AREA	Resort	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
	Romantic	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Inspirational	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Glamorous	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach, Auba, Palm Beach, Grenada, Grand Anse Beach, Antigua, English Harbour, Nevis, Pinney's Beach, Jamaica, Montego Bay
ACCOMMODATION	Luxury	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1, Grenada, Grand Anse Beach x 3, Antigua, English Harbour x 1, Nevis, Pinney's Beach x 1, Jamaica, Montego Bay x 3
	Full Board	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1, Jamaica, Montego Bay x 3
	Pool	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Auba, Palm Beach x 1, Jamaica, Montego Bay x 3
	Beachfront	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Auba, Palm Beach x 1, Jamaica, Montego Bay x 2
SPORTS	Suba Diving	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Auba, Palm Beach x 1, Jamaica, Montego Bay x 2
THINGS TO DO	Restaurants	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort Jamaica, Montego Bay = Tryall = Half Moon Club

05/02/01 01:03:01

Stop & Save

- How can we help
- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard

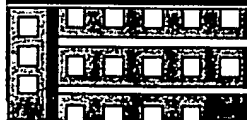


FIG. 18

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Detailed side-by-side comparison of options

HOTEL	Royal Hideaway	Tamarind Cove
DESTINATION	Mexico	Barbados
LOCAL AREA	Yucatan Peninsula	St James Beach
TRANSFER TIME	45 mins	40 mins
No OF ROOMS	200	166
FULL BOARD	Yes	Yes
DISTANCE TO BEACH	Beachfront	Beachfront
SWIMMING POOL	2 main + 2 relax	4 main + 2 whirl
BARS	3	4
FITNESS CENTRE	Yes	Yes
SAUNA	Yes	No
RESTAURANTS	5	1
ON-SITE ENTERTAINMENT	Nightly	Nightly
SPORTS FACILITIES	Kayaks, windsurfing, snorkeling, catamaran, Sailing, Water Polo, Bike Hire	Waterskiing, Windsurfing, Sunfish & Catamaran sailing kayaks, snorkelling all with tuition
MASSAGE	Yes	No
COCKTAIL PARTY	Weekly	No
CASINO	Yes	No
GOLF COURSE	Nearby	
ROOM SERVICE	Yes	No
GARDEN ROOMS	Yes	Yes
SUPERIOR ROOMS	Yes	Yes
STANDARD ROOMS	Yes	Yes
AIRCONDITIONING	Yes	Yes
TELEPHONE IN ROOM	Yes	Yes
TV + SATELLITE In ROOM	Yes	TV
CD HIFI In ROOM	Yes	No
RATES MAY 7 nights	1397	917
RATE MAY Extra Nights	133	75
RATE MAY Ocean View Twin	17	9
RATE MAY Jun Suit Pool/Garden View		19 19
RATE MAY Jun Suite Ocean view		32

Stop & Save

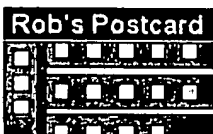


FIG. 19

09757020-040204

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